

<i>SERFF Tracking Number:</i>	<i>GRJR-126598195</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>The Cincinnati Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>45497</i>
<i>Company Tracking Number:</i>	<i>CLI84360110LIFE</i>		
<i>TOI:</i>	<i>L08 Life - Other</i>	<i>Sub-TOI:</i>	<i>L08.000 Life - Other</i>
<i>Product Name:</i>	<i>Form CLI-8436 (1/10), Protect your most important asset...you</i>		
<i>Project Name/Number:</i>	<i>Point of Sale Advertising/Point of Sale Advertising</i>		

Filing at a Glance

Company: The Cincinnati Life Insurance Company

Product Name: Form CLI-8436 (1/10), Protect your most important asset...you SERFF Tr Num: GRJR-126598195 State: Arkansas

TOI: L08 Life - Other

SERFF Status: Closed-Filed-Closed

State Tr Num: 45497

Sub-TOI: L08.000 Life - Other

Co Tr Num: CLI84360110LIFE

State Status: Filed-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Jennifer Henley, Deborah Naegele, Karen Eichler

Date Submitted: 04/23/2010

Disposition Date: 04/27/2010

Implementation Date Requested: On Approval

Disposition Status: Filed-Closed

State Filing Description:

Implementation Date:

General Information

Project Name: Point of Sale Advertising

Status of Filing in Domicile: Not Filed

Project Number: Point of Sale Advertising

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 04/27/2010

Explanation for Other Group Market Type:

State Status Changed: 04/27/2010

Deemer Date:

Created By: Karen Eichler

Submitted By: Karen Eichler

Corresponding Filing Tracking Number:

Filing Description:

FEIN: 31-1213778

NAIC: 0244-76236

The Cincinnati Life Insurance Company

Point of Sale Advertising Piece – Life Insurance

Form CLI-8436 (1/10), Protect your most important asset...you

Replaces: Form CLI-8436 (1/09), Protect your most important asset...you, previously approved by your department on

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Product Name: Form CLI-8436 (1/10), Protect your most important asset...you
Project Name/Number: Point of Sale Advertising/Point of Sale Advertising
March 9, 2009.

For Use With: All Applicable Approved Life Insurance Policies

Dear Madame or Sir,

The above-captioned form is being submitted for your review and approval.

The form we are filing may, at some time in the future, be converted to an electronic document. Such adaptation may slightly alter the appearance of the document but we assure that its content will not change.

This advertising material will be used to market individual life insurance to employees of an employer in worksite marketing situations. Premiums are paid by the employee through payroll deduction.

I would greatly appreciate your approval at your earliest convenience. Thank you for your usual courtesy and cooperation.

Company and Contact

Filing Contact Information

Karen Eichler AIS, API, Analyst karen_eichler@cinfin.com
P. O. Box 145496 513-870-2000 [Phone] 4386 [Ext]
Cincinnati, OH 45250-5496 513-881-8984 [FAX]

Filing Company Information

The Cincinnati Life Insurance Company CoCode: 76236 State of Domicile: Ohio
6200 S. Gilmore Road Group Code: 244 Company Type:
Fairfield, OH 45014 Group Name: State ID Number:
(513) 870-2000 ext. 4386[Phone] FEIN Number: 31-1213778

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? Yes
Fee Explanation: 1 advertising form X \$50.00 each
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Cincinnati Life Insurance Company	\$50.00	04/23/2010	35917653

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	04/27/2010	04/27/2010

SERFF Tracking Number: GRJR-126598195 *State:* Arkansas
Filing Company: The Cincinnati Life Insurance Company *State Tracking Number:* 45497
Company Tracking Number: CLI84360110LIFE
TOI: L08 Life - Other *Sub-TOI:* L08.000 Life - Other
Product Name: Form CLI-8436 (1/10), Protect your most important asset...you
Project Name/Number: Point of Sale Advertising/Point of Sale Advertising

Disposition

Disposition Date: 04/27/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Form	Protect your most important asset...you		Yes

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Form Schedule

Lead Form Number:

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	Form CLI-8436 (1/10)	Advertising	Protect your most important asset...you	Revised	Replaced Form #: Form CLI-8436 (1/09) Previous Filing #: none - paper	0.000	Form CLI-8436 (1-10).pdf



**Making Our Strength
Your Future**



Protect
your most
important
asset . . .
you

THE
CINCINNATI LIFE INSURANCE COMPANY

You are a valued customer

That's why we placed your coverage with The Cincinnati Insurance Companies. Did you know we offer life and disability insurance and annuities through The Cincinnati Life Insurance Company?

A company you can trust

Cincinnati Life has grown and prospered by successfully serving policyholders for more than 20 years. Your policy comes from a company that has a high financial strength rating from A.M. Best Co., an independent provider of insurance ratings since 1899. The A.M. Best rating places Cincinnati Life among the top life insurers. Please view www.cinfin.com for the latest financial strength ratings.

One agent . . . one company

Placing your insurance with one agent and one company gives you added convenience and service. Call us today about protecting your most important asset . . . you.

This is not a policy. For a complete statement of the coverages and exclusions, please see the policy contract. Products and riders available in most states.



www.cinfin.com

The Cincinnati Insurance Companies refers to an insurer group that includes The Cincinnati Life Insurance Company.

**THE
CINCINNATI LIFE INSURANCE COMPANY**

6200 S. GILMORE ROAD, FAIRFIELD, OH 45014-5141

(8/00)

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Supporting Document Schedules

	Item Status:	Status
		Date:
Bypassed - Item:	Flesch Certification	
Bypass Reason:	N/A Advertising filing	
Comments:		

	Item Status:	Status
		Date:
Bypassed - Item:	Application	
Bypass Reason:	N/A Advertising filing	
Comments:		